

MKT711 Final Term 28-07-2013

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STUDENT SAUDIA**

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OVERSEAS

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NOTE(Dear fellows I directly copy past this paper from overseas exam software)

Q1: Differentiate between On-the-Air-Test & Trailer Test. 5 Marks

Q2: Differentiate between On-the-Air-Test & Trailer Test. 5 Marks

Q3: What are the primary and secondary objectives of a research report? 5 Marks

Q4: A famous Chinese fast food restaurant chain is considering to expand its product line by adding a breakfast menu. Being a research associate, suggest the suitable research approach (exploratory, descriptive, and casual) for this study and justify with reason (s). 3 Marks

Q5: What is the purpose of multiple linear regression in data analysis? 3 marks

Q6: Why have computer software packages increased the use of multivariate analysis? Give at least TWO valid reasons. 3 marks

Q7: What are the implications of results section in a marketing research report? 3 marks

Q8: Pretesting refers to the testing of the questionnaire on a small sample of respondents to identify and eliminate potential problems in design of questionnaire. Discuss what the researcher expects to gain from pre testing the questionnaire? 3 marks

Q9: What is the difference between dependence methods and interdependence methods for data analysis? Your answer must be based on purpose and examples of dependence methods and interdependence methods. 5 marks

Q10: What are the primary and secondary objectives of a research report? 5 marks

Q11: Describe principal components analysis and common factor analysis. What is the difference between these two methods of factor analysis? 5 marks

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